(Business and Advanced Business Web Page Design)
Vocabulary

This vocabulary list is provided as a guide to words that should be discussed and understood. There are numerous terms associated with the use of the Internet and design of web pages which cannot all be covered here. Refer to the Internet and other published materials for more information.

PRIORITY 1	Standard	Most important: should be discussed with course content and known by students
.exe	6-7	A file extension that indicates that the file is a program file.
.gif	6-7	A file extension for images, usually line and clip art.
.jpg (.jpeg)	6-7	A file extension for images, usually photographs.
.txt	6-7	A file extension for text only files.
.zip	6-7	A file extension for (zip) compressed file.
access	2	To log onto the Internet.
account	2	When you sign up for access to the Internet, e-mail or other services, an account is established.
address	2	e-mail address, Internet address, and web address. A code or series of letters, numbers and/or symbols. Each is unique.
anchor	6	In HTML, anchors mark the start and end of hypertext links.
ARPANET	2	Advanced Research Projects Agency Network. The precursor to the Internet. Developed in the late 60's and early 70's by the US Department of Defense.
AUP	1	Acceptable Use Policy
bandwidth	2	The range of transmission frequencies that a network can use. The greater the bandwidth, the greater the amount of information that can travel on the network at one time. On the less technical side bandwidth is used to measure the amount of time it takes for a web page to fully load.
bcc	3	Blind Carbon Copy. This e-mail program option lets you send the same message to many different addresses where the recipients cannot see each other's e-mail addresses.
bitmap	6-7	Any picture you see on a web page is a bitmap. Bitmaps come in many file formats such as GIF, JPEG, TIFF, BMP, PICT, PCX, and DIB (device independent bitmap, which allows the image to be. As its name suggests, a bitmap is a map of dots or "pixels".
body	3	e-mail: the message itself HTML: the section of a web page which contains all the text and graphics you see in a browser window.
bookmark / favorites	2	By "bookmarking" a web site while you visit it, you can easily return to it at a later time.
bounce/daemon	3	An e-mail message that is returned back to the sender. Disk And Execution MONitor. When e-mail is not delivered to the recipient, an original message plus a message from a "mailer daemon" is received.
broken link / broken graphic	2	A link or hyperlink which no longer works when a web page loads, or when it is "clicked on" or does not take the user to the destination it was supposed too.
browser	2	Software used to view information on the worldwide web.
button	6	A graphic that a user can "click on" to do something, like download a program or go to another web page.
case sensitive	2	When it matters if letters are typed in uppercase or lowercase. Some computer programs and network services are case sensitive.
cc	23	Carbon Copy. An e-mail option that allows you send multiple copies of the

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		same e-mail message to many different people.
CD-ROM	32	Compact Disc - Read Only Memory. An optical storage technology that uses compact discs.
.com	2	A type of Internet domain assigned to URLs which are business or commercial entities.
client	2	A remote computer connected to a host or server . Client also refers to the software that makes this connection possible.
commercial software	5	Software that is distributed to the public for profit. It is copyrighted by the owner and is bought by the user.
compression	6-7	The process of making computer data smaller, consequently, the information takes up less disk or file space and may be transmitted in less time.
connect time	2	The amount of time spent connected to an Internet service.
copyright	1	The exclusive legal right to reproduce, publish, and sell a literary, musical, dramatic, or artistic work, including computer programs, web art, graphics, photos, web pages.
dial-up connections	2	Accessing the Internet by means of a modem and communication software.
DNS server	2	Domain Name System. A database system that translates an IP address into a domain name. For example, a numeric IP address like 207.219.116.4 is converted into netlingo.com. DNS allows users to specify remote computers by host names rather than numerical IP addresses. A name given to a host computer on the internet. The DNS, in effect, translates words into numbers that can be understood by the Internet's computers.
domain name	2	The "address" or URL of a particular Web site. This is also how you describe the name that is at the right of the @ sign in an Internet address.
down	2	When a public-access site runs into technical trouble, and you can no longer gain access to it, it is said to be "down".
download	2	To transfer a file(s) from another computer to your computer.
e-mail	3	Electronic mail. A system letting people send and receive messages through their computers.
encryption	5	A way of making data unreadable to everyone except the receiver.
external files	6-7	Any files that are not directly loadable by a browser such as some images, fonts, sounds, videos, or even program files.
filtering	2	Hardware or software designed to create barriers to access certain areas on the Internet.
flame	3	A personal attack against the author of a network news article.
folder	3	A menu item containing further information.
freeware	2	Software that is distributed at no cost to the user; however, the author maintains the copyright.
groupware	2	Software that enables electronic collaboration between users.
GUI	7	Graphical User Interface. A type of user interface in which the user manipulates on-screen objects to activate commands. (Windows 98 is an example)
head	6-7	The HTML tag used to enclose the beginning elements in the HTML document, including the title.
home page	6-7	The first web page displayed when starting a web browser.
host	6-7	Any computer that can function as the beginning and end point of data transfers.
HTML	6	Hypertext Markup Language The coding scheme used to format text for use on the World Wide Web.

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HTTP	2	Hypertext Transport Protocol The transmission standard used to send an HTML document across the World Wide Web.
hyperlink	2	Elements on a web page allowing the user to open related web pages by clicking the mouse.
hypermedia	2	The electronic linking of text, graphics, sound, and video allowing a user to jump from one piece of information to another.
hypertext	2	A system of writing and displaying text that enables the text to be linked in multiple ways.
Internet	2	The collection of local, regional, and national computer networks linked together to exchange data and distribute processing tasks. The internet is the world's largest computer network.
Intranet	2	A network within an organization that uses internet technologies to connect its employees and customers to the organization.
IP address	2	Internet Protocol Address. A uniquely assigned numeric address for each computer connected to the Internet.
ISP	2	Internet Service Provider. A service company that provides a user with an account on a host-computer having access to the Internet.
keyword	4	A word which can be searched for in documents.
link	2	The text or graphic used in an HTML document to jump from one document to another. Hyperlink
LISTSERV	3	1) Mailing lists which act as news groups. Messages sent to a listserv are sent to everyone who has subscribed to the list. (2) A family of programs that automatically manage mailing lists.
megabyte	2	A measure of the quality of data, equal to 1024 kilobytes or 1,048,576 bytes. A megabyte is a lot when talking about files containing simple text messages, not much when talking about files containing color photographs.
multimedia	2	The presentation of information using animation, sound, graphics, and text.
navigate	2	To move around on the World Wide Web by following hypertext paths.
netiquette	3	The Internet etiquette. The correct form of behavior to be used while working on the Internet.
network	2	Two or more computers that are connected. The most common types of networks are: LAN - local area network: The computers are near each other. WAN - wide area network: The computers are at different geographic.
packets	2	How information travels over a network.
PDF	2	Portable Document Format. The file format of documents viewed and created by the Adobe Acrobat Reader and others.
post	6-7	To place an HTML file on a server to make it available for browsing.
protocol	2	Protocols were created to ensure reliable connections between many different computer types. The common set of standards and rules ensure that all computers connected to the network have a common ground from which to work.
public domain	5	Software or information with no copyright restrictions.
search engine	2	Search engines attempt to help a user isolate desired information or resources by searching for keywords.
secured site	5	Refers to any web site that uses encrypted transmissions and takes other appropriate measures to ensure the protection of sensitive information such as credit card information.
server	2	A host computer on a network.
shareware	5	Software that can be obtained for free (often by downloading from the internet) on a trial basis but that may require some payment or registration for

		continued use.
shouting	3	In e-mail, a word or words keyed in all caps.
signature	3	A short piece of text transmitted with an e-mail message. It typically contains detailed information on how to contact someone.
site	2	A home and/or location on the World Wide Web. A place made up of Web pages.
spam	3	To send identical and irrelevant postings to many different newsgroups or mailing lists.
tag	6	The HTML codes used to specify text styles, links, graphics, and other HTML elements.
target	6-7	Lets the user link to a specific place within a web page instead of just linking to the top of the document.
TCP/IP	2	Transmission Control Protocol/Internet Protocol. A widely used network communication protocol on microcomputer, mini-computer, and main-frame networks. TCP is needed on the internet for reliable communications for transmitting datagrams across internet networks. TCP is responsible for breaking up datagrams into manageable sizes and reassembling datagrams at the destination, then re-sending datagrams if a transmission error has occurred.
thumbnail	2	A graphic or image purposely made smaller.
title bar	2	The colored bar at the top of each window that displays the program and file names.
traffic	2	The amount of transmission traveling across a network.
transfer interrupted	2	A message caused by the premature termination of the transferring of data.
URL	2	(Uniform Resource Locator) The standard used to identify files on the internet and World Wide Web using the type of server, the host name the computer the file is on, and the complete path to the file.
virus	2	A program that uses various techniques for duplicating itself and traveling between computers.
web page editor	7	A program used to write and edit HTML code.
World Wide Web	2	An Internet service that links multimedia documents together using hypertext.
WYSIWYG	7	What You See Is What You Get (whiz-ee-wig). Refers to any technology that enables you to see images on screen exactly as they will appear when printed out.

PRIORITY 2	Standard	Nice to know (discussed with course content)
active	2	The objects currently being displayed or used within your computer screen.
addressing	2	A plan determined by network protocols for identifying the sending device and destination device for any given item of information traveling on a network.
alias	3	An alternate name used to invoke or identify a command, a network host, a list of users or some other applicable entity. A name that is substituted for a more complicated name.
annie / orphan annie	2	A web page that has not been updated for a long time. From the term "Orphan Annie" meaning the web page is a poor forgotten orphan.
applet	2	A mini-program that can be downloaded quickly and used by any computer equipped with a Java or ActiveX capable browser. Applets carry their own software players.
application	2	A program that performs a function directly for a user; FTP, e-mail, and telnet clients, are examples of network applications.
archive	2	As a noun, archive is the place on an Internet host where files are stored. It is also a file that contains a number of compressed files. As a verb, archive means to compress a number of files into one file for storage and transmittal.
audio sound card	2	Hardware that allows computers to play and record sound.
authentication	2	A security measure for checking a user's identity. Some web sites require a users identity to be authenticated before they can enter. This is usually done with a password and/or username that are established prior to the user arriving at the site.
backbone	2	A high-speed communication link connecting major internet posts.
bbs	2	Bits Per Second. The amount of data that can be transmitted over a communications medium; not to be confused with baud.
beta	2	In the preliminary or testing stage, as in "they're still in the beta mode with that software." Software developers encourage users to report bugs while beta testing their program.
byte	2	The basic unit of measurement for computer storage.
cache	2	Caches come in many types, but they all work the same way: they store information where you can get to it fast. A web browser cache stores the HTMLweb page's code as well as any graphics, and multimedia elements embedded in it, that way, when you go back to the web page, everything doesn't have to be downloaded all over again. Since hard disk access is much faster than Internet access, this speeds things up. Hard disk access however is slower than RAM, which is why there is disk caching, which stores information you might need from your hard disk.
Cerf, Vincent	2	President of the Internet Society (ISOC) and co-creator of the transmission control protocol/Internet Protocol (TCP/IP), which enables computers to talk to each other over the Internet. Cerf proved that a network could reconfigure itself so that no communications are lost. He did this by simulating the Defense Department's network's breakup (the Internet), and "glued" it back together using mobile radios in Strategic Air command aircraft. Vincent Cerf, father of the Internet
client	2	A program or computer that is serviced by another program or computer (the server). A computer that has access to services on a network. A user as a client may request file access, remote log-in, file transfer, printing or other available services from server. A remote computer connected to a host or

		server computer. Also refers to the software that makes this connection possible.
CMYK	2	Cyan, Magenta, Yellow and Black. These are the four basic design inks; they're used to create a full spectrum of color on a printed or digital page.
cobweb site	2	A World Wide Web site that hasn't been updated for a long time. A dead web page.
configuration	2	(1) A general-purpose computer term referring to the way a computer is set up. (2) The total combination of hardware components--central processing unit, video display device, keyboard and peripheral devices--that make up a computer system. (3) The software settings that allow various hardware components of a computer system to communicate with one another.
cookie	2	A special piece of information about you, something you clicked on, and/or your computer system that is stored in a text file on your hard drive. This information is usually accessed by a server when you connect to a web site which wants to know some information about you or your system. One common occurrence of a "handing of a cookie", would be when you as a user, log into a system through a site. After you enter in your username and password, a text file is saved by your browser for later access. This prevents you from having to log in again if you happen to leave the web site and then return at a later time. Cookies are also used in the process of purchasing items on the web. It is because of the cookie that the "shopping cart" technology works. By saving in a text file, the name, and other important information about an item a user "clicks" on as they move through a shopping web site, a user can later go to an order form, and see all the items they selected, ready for quick and easy processing.
CSS	6-7	Cascading Style Sheets. A feature of HTML that gives both web site developers and users more control over how web pages are displayed. With CSS, designers and users can create style sheets that define how different elements, such as headers and links, appear. These style sheets can then be applied to any web page on a particular web site. So in theory all the web pages can be formatted the same way much easier if a developer wants them that way.
data traffic	2	The number of TCP/IP packets crossing a network.
dedicated connection	2	A type of internet connection that offers continuous internet access to a specific computer or local area network. Offers faster internet connectivity than the standard modem and phone line method.
dedicated line	2	A telecommunications line that lets your computer have a direct, permanent connection to the Internet.
default	6-7	A value, action or setting that a computer system assumes, unless the user gives an explicit instruction to the contrary. Default values prevent a program from stalling or crashing if no value is supplied by the user.
DHTML	6-7	Dynamic HTML. The next generation of HTML, the language that describes how text and images are displayed on a web page. Dynamic HTML, developed by Netscape and the World Wide Web Consortium (W3C), is based entirely on industry-standard HTML and Java. New features in Dynamic HTML, such as absolute positioning and layers, give designers and developers much greater control over the look and feel of web pages.
DNS	2	Domain Name System. A database system that translates an IP address into a domain name. For example, a numeric IP address like 207.219.116.4 is converted into netlingo.com. DNS allows users to specify remote computers

		by host names rather than numerical IP addresses. A name given to a host computer on the internet. The DNS, in effect, translates words into numbers that can be understood by the Internet's computers.
FAQ	2	Frequently Asked Questions. A menu option that will lead to a document that answers common questions on related topics.
FTP	6-7	Standard by which data is transferred between different computers on a network. (File Transfer Protocol)
gateway	2	A computer system or interface that connects incompatible programs or networks so that data transfer can occur. Gateway access to the internet is often achieved through use of a commercial online service.
Gopher	2	An Internet server document browsing and searching system that lets you look all over the Internet for texts of interest and helps you to retrieve them. It is a menu-based system that doesn't require you to know details of host or file names. Developed at the University of Minnesota, it was named after the school's mascot, the Golden Gopher. Early on in days of the Internet, text based searching was primarily used, however, with the coming of the graphical , Gopher sites are nearly extinct.
hit	6-7	The access of a file by a user on a server. Every element of a requested page (graphics, multimedia, etc.) including the HTML file itself is counted as a hit. For example, if a web page contains five graphics, then accessing the web page generates six hits. Hits used to be a method of determining the amount of traffic a site received, however, due to the fact that businesses needed to isolate the exact number of times a web page was requested (in order to charge for advertising), this method was tossed aside in lieu counting the actual HTML page requests.
IRC	2	Internet Relay Chat. A service on the internet allowing interactive conversations from the keyboard.
ISDN	2	Integrated Services Digital Network. A communications method for telephone systems that uses ordinary phone lines and special modems to transmit digital instead of analog signals.
Java (JavaScript)	6-7	Developed by Sun Microsystems, Java is a programming language that is specifically designed for writing programs that can be safely downloaded to your computer through the Internet and immediately run without fear of viruses or other harm to your computer or files. Using small Java programs (called "Applets"), web pages can include functions such as animations, calculators, and other fancy tricks. Java is a simple, robust, object-oriented, platform-independent multi-threaded, dynamic general-purpose programming environment. It is best for creating applets and applications for the Internet, intranets and any other complex, distributed network.
kbps	2	A modem's speed is measured in the number of bits it can transfer in a second. Modems rated in kilobits per second are now the standard latency In networking, latency and bandwidth are the two factors that determine the speed of a connection. Latency is the time it takes for a data packet to move across a network connection
keypals	4	Pen-pal correspondents by way of e-mail.
LAN	2	Local Area Network. A computer network located within a relatively limited area. A group of computers connected for the purpose of sharing resources.
launch	2	To start or open up a computer program or application. Also used when referring to the first day a web site is "live" on the Net.
lurking	3	Reading news group or listserv messages without responding to them. No

		body knows you are there.
mail reflector	3	A mail address that accepts e-mail messages and then sends them on to a pre-defined list of other e-mail addresses. Such systems are a convenient way to distribute messages to a group.
mailbot	3	An e-mail server that automatically responds to requests for information. Infobot
mirror	2	A server that provides copies of the same files as another server. Some servers are so popular that other servers have been set up to mirror them and to spread the load on to more than one site. Many international sites have mirrors set up in other countries to allow quicker access for its international users.
modulator	2	A person or small group of people who manage moderated mail lists. Moderators are responsible for determining which e-mail submissions are cast on to lists.
modulating	2	The process of receiving and transferring digital signals into analog signals.
Mosaic	2	Mosaic is the common name of a World Wide Web multimedia browser program developed at the National Center for Supercomputing Applications (NCSA) in Urbana-Champaign, Ill. It was the first WWW browser that was available for the Macintosh, Windows, and UNIX all with the same interface and started the popularity of the web. The official, copyrighted name of the program is NCSA Mosiac. The source-code to Mosaic has been licensed by several companies and there are several other pieces of software as good or better than Mosaic.
Netscape	2	The dominating World Wide Web browser during 1994 to about 1997 (until Internet Explorer hit the screens), it is still a favorite by many web users. In addition to being a web browser, this software program, developed by Marc Andreessen based on Mosaic, also allows for Gopher, FTP, and Telnet access as well as e-mail and newsgroup retrieval and management. Many companies use Netscape server software to create web pages and this is why you sometimes see "best viewed with Netscape Navigator or higher" statements as these sites are coded to be best displayed using Netscape Navigator. The subsequent product by Netscape is Communicator.
Newsgroups	3	A part of the Internet that allows users to "post" and "reply to" messages from other users. A discussion forum similar to that found on local BBSs. Broken into many different subjects (approx. 25,000) newsgroup titles usually begin with a three or four letter prefix followed by a ".", alt., soc., comp., misc., rec., and sci. just to name a few.
PDF	2	Portable Document Format. The file format of documents viewed and created by the Adobe Acrobat Reader, Acrobat Capture, Adobe Distiller, Adobe Exchange, and the Adobe Acrobat Amber Plug-in for Netscape Navigator. This file format was developed in hopes to standardize formatting of documents that are used on the Internet. One of the benefits of using Acrobat and PDFs is that whether you're an executive using Microsoft(R) Office products, an engineer using a CAD program, or an art director using desktop publishing software, you can quickly deliver business documents to a colleague or to the entire company, without reauthoring or learning new applications.
PING	6-7	Packet INternet Gopher. An Internet program used to determine whether a specific IP address is accessible. It works by sending a packet to the specified address and waiting for a reply. PING is used primarily to troubleshoot Internet connections. In addition, PING reports how many hops are required.

		to connect two Internet hosts. There are many freeware and shareware PING utilities available for personal computers.
POP	3	Post Office Protocol. The protocol used by mail clients to retrieve messages from a mail server. Comes in three flavors POP1, POP2, and POP3 the number denoting the different version number of the protocol. The current version of POP is POP3. Its limitations basically, you connect to a server and download all your messages, which are then deleted from the server-- discourage flexibility. Of course, some clients let you leave all messages on the server, and/or refuse to download messages above a certain size.
proxy or proxy server	2	A technique used to cache information on a web server and acts as an intermediary between a web client and that web server. It basically holds the most commonly and recently used content from the World Wide Web for users in order to provide quicker access and to increase server security. This is common for an ISP especially if they have a slow link to the Internet. Proxy servers are also constructs that allow direct Internet access from behind a firewall. They open a socket on the server, and allow communication via that socket to the Internet. For example, if your computer is inside a protected network, and you want to browse the web using Netscape, you would set up a proxy server on a firewall.
RAM	2	(Random Access Memory). The computer's primary working memory in which program instructions and data are stored. The part of the computer's memory that stores information temporarily while you're working on it. Information in RAM can contain both application programs and your own information. Information in RAM is temporary, gone forever, if you switch the power off without saving it on a disk or other storage medium.
ROM	2	Read Only Memory. Memory whose contents can be read but not changed; used for storing firmware. Information is placed into read-only memory once, during manufacture. It remains there permanently, even when the computer's power is turned off.
router	2	Hardware (or software) that can connects a local network to the Internet. Routers spend all their time looking at the destination addresses of the packets passing through them and deciding which route to send them on.
style guide	6-7	A set of guidelines written for the purpose of keeping consistent and standardizing the further development of a particular web site. Style guides include everything from HTML do's and don'ts to colors and fonts that must be used to CGI and Javascript programming and grammatical specifics.
telephony	2	The process of carrying on a two-way audio conversation, or conference session, via the Internet, by talking into the microphone and listening to replies on a computer's speakers, or through headphones.
telnet	2	An Internet program for connecting to a remote host or server. The Telnet interface is text based and a user usually has to enter their login name and password before gaining access to the system. Some of the things you can do with Telnet access include: check your e-mail, download a program, or chat with other Telnet users. It is one of the oldest Internet activities and is primarily used to access online databases or to read articles stored on university servers. It is also possible to Telnet via your web browser by changing the http:// to telnet:// and entering in the site's address.
threads	2	A series of messages on the same theme or topic. Good newsreaders allow you to follow the thread of a discussion.
usenet	2	An internet service that maintains thousands of discussion groups involving

		millions of people.
video conferencing	2	Conducting a conference between two or more participants at different sites by using computer networks or the Internet to transmit audio and video data. For example, a point-to-point (two-person) video conferencing system works much like a video telephone. Each participant has a video camera, microphone, and speakers mounted on his or her computer. As the two participants speak to one another, their voices are carried over the network and delivered to the other's speakers, and whatever images appear in front of the video camera appear in a window on the other participant's monitor. Multipoint videoconferencing allows three or more participants to sit in a virtual conference room and communicate as if they were sitting right next to each other. Software programs such as CUSeeMe have brought video conferencing to the Internet and are easily available and easy to use.
viewer	2	Special software often needed to view certain multimedia items on the .
virtual community	2	A site in cyberspace where people gather to discuss topics of mutual interest, make friends, and form relationships.
virtual world	2	A computer generated environment
virtual reality	2	A three-dimensional interactive environment.
web ring	2	A ring is an Internet service and concept that links together a group of sites that have the same theme. In each ring, member web sites have banded together to form their sites into linked circles. Their purpose: to allow more visitors to reach them quickly and easily. Sites connected to a particular ring are usually considered by the ringmaster to be of superior quality and resource.